

JOE FIXIT

MARVEL

1

DAVID
GINAR
CUNIFFE
MILLA

PETER DAVID TAKES
THE HULK
BACK TO VEGAS!





An explosion of experimental gamma energy turned scientist **BRUCE BANNER** into the super hero known as the **HULK**, one of the strongest beings in the universe today.

But there was a period of time when the green-skinned brawler moved to Las Vegas and took on a new identity--that of a gray-skinned mob enforcer known as...

J O D I E I F I I X I I T



Bruce Banner has always feared that the Hulk will appear and ruin his life. But what happens when it's the Hulk who has built a life for himself and fears Bruce Banner will ruin it?

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WHO
IS JOE
FIXIT?

THAT IS
THE QUESTION ON
THE LIPS OF MANY LAS
VEGAS REGULARS, AND
THERE IS NO EASY
ANSWER.



HE'S THE
INCREDIBLE
HULK. THAT'S
YOUR ANSWER.

ANYTHING
ELSE YOUR
FRIENDLY
TRAVELING
SPIDER-MAN
CAN HELP
WITH?

WE KNOW
THAT HE WORKS
HERE, AT THE **COLISEUM**
CASINO, DIRECTLY FOR
ITS OWNER, **MICHAEL**
BERENGETTI.

IT IS ALSO
REPORTED THAT
HE APPARENTLY SUFFERS
FROM **ARGYRIA**, WHICH IS A
CONDITION THAT CAUSES THE
SKIN TO TURN GRAY DUE TO
AN OVEREXPOSURE
TO SILVER.

UH, NO. IT WAS EXPOSURE
TO **GAMMA RAYS**, ACTUALLY.
BET YOU WON'T FIND ANY
DOCTOR TO BACK YOU UP
ON THAT, THOUGH.

GEEZ, I WONDER
HOW MUCH LONGER
MY FLIGHT BACK TO
NEW YORK IS GONNA
BE DELAYED.



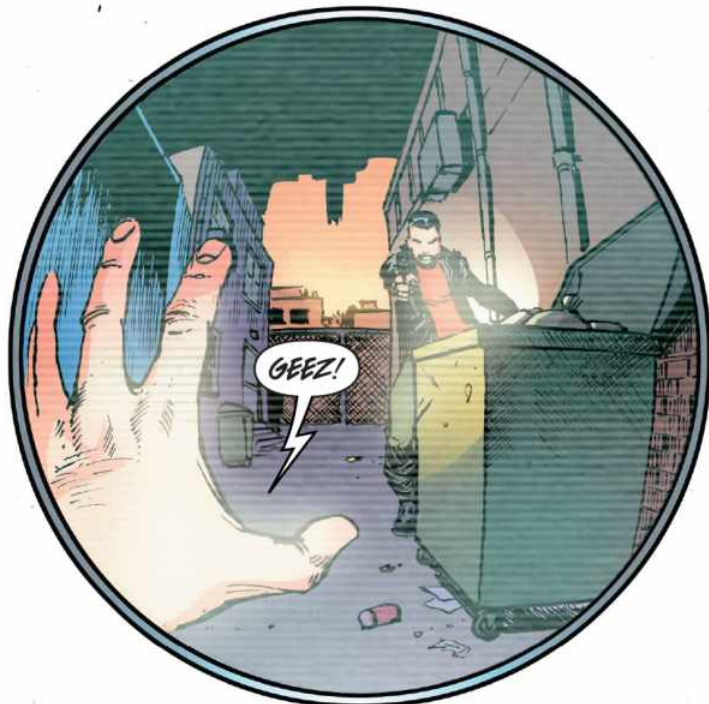
PHOTOGRAPHS
OF HIM ARE QUITE RARE.
HE PREFERS TO STAY OUT
OF THE LIMELIGHT...

...AND THE
EXTENT OF HIS DUTIES
FOR MR. BERENGETTI
REMAINS NEBULOUS.



HE
SAVED
MY LIFE, IS
WHAT HE
DID.

JOE FIXIT
IS A-OKAY IN
MY BOOK.





YOU
OKAY?

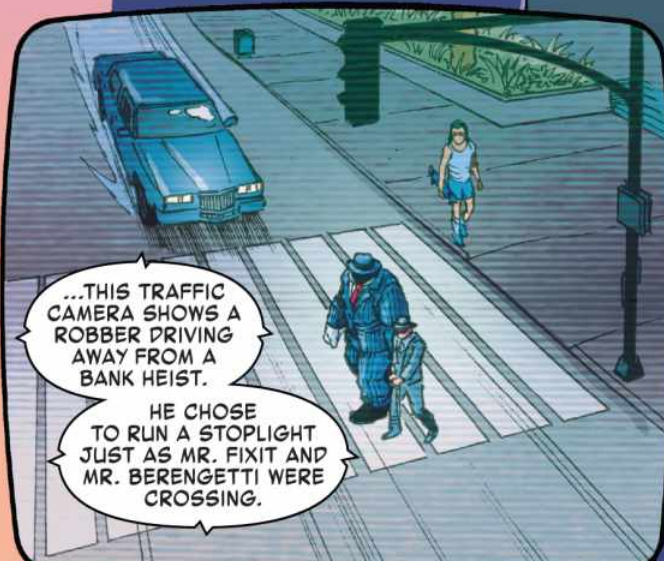
I...I'M
FINE.

APPARENTLY
HE WAS WEARING
A BULLETPROOF
VEST.

EITHER
THAT OR
BULLETS JUST
DON'T HURT
HIM.



INDEED,
MR. FIXIT'S
ENDURANCE SEEMS TO
BE ON SUPERHUMAN
LEVELS. FOR
INSTANCE...



...THIS TRAFFIC
CAMERA SHOWS A
ROBBER DRIVING
AWAY FROM A
BANK HEIST.

HE CHOSE
TO RUN A STOPLIGHT
JUST AS MR. FIXIT AND
MR. BERENGETTI WERE
CROSSING.



THE
RESULT WAS...
UNEXPECTED.



AMAZING THAT PEOPLE CAN'T PUT ONE AND ONE TOGETHER AND REALIZE WHO HE IS.

THEN AGAIN, EVERYONE "KNOWS" THE HULK HAS GREEN SKIN, NOT GRAY. AND THEY HAVEN'T HAD THE OPPORTUNITY I'VE HAD TO GO UP AGAINST HIM.*

*SEE THE INCREDIBLE HULK #349 (AVAILABLE ON THE MARVEL UNLIMITED APP). --WIL

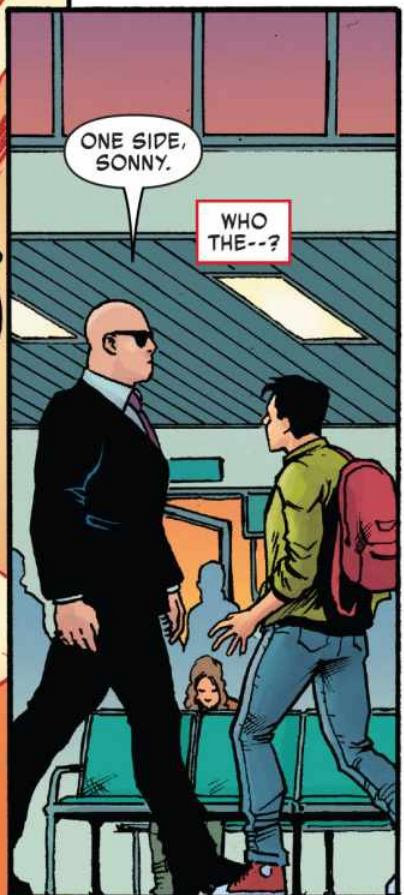


I MEAN, I THOUGHT I WAS JUST COMING OUT HERE TO PROMOTE MY BOOK OF PHOTOGRAPHS. I DIDN'T EXPECT TO RUN INTO--



--DANGER!

SPIDER-SENSE IS GOING NUTS! BUT I WAS JUST ABOUT TO HEAD HOME! CAN'T I GO ANYWHERE WITHOUT RUNNING INTO--?



ONE SIDE, SONNY.

WHO THE--?



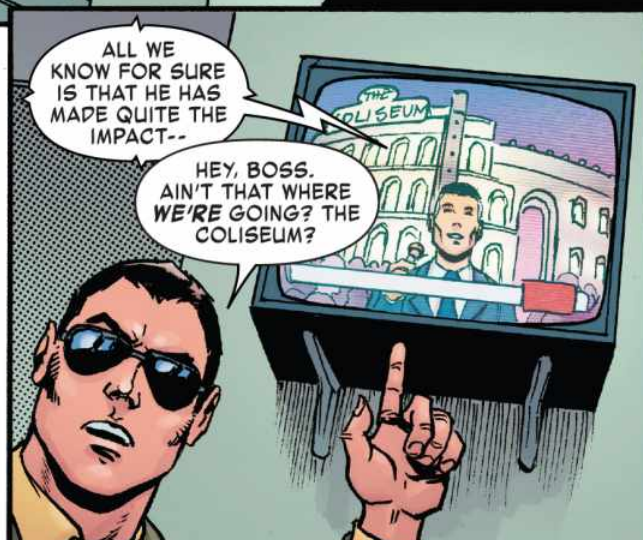
OH MY GOD.

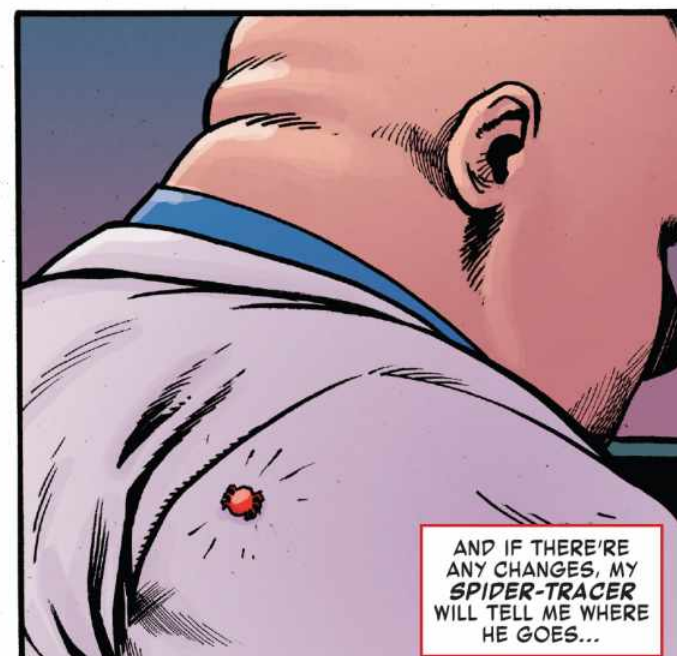
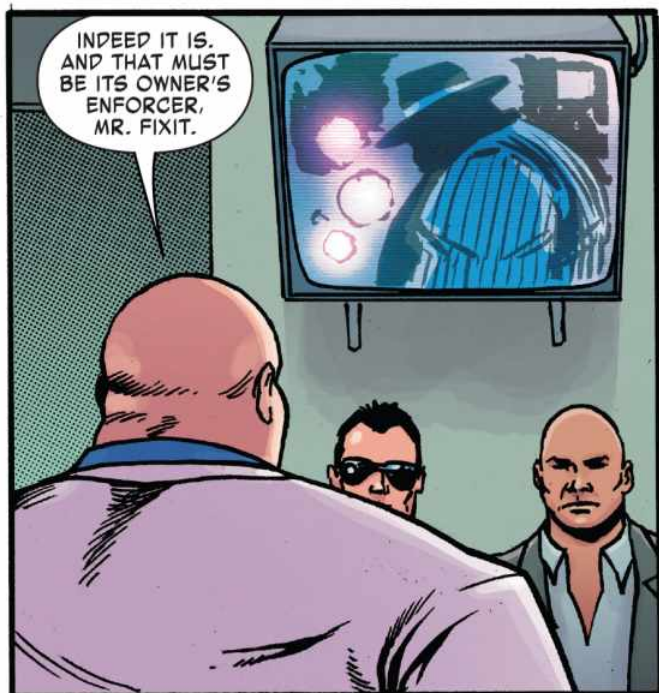
WILSON
FISK!

THE KINGPIN!

WHAT
THE HELL IS HE
DOING HERE IN
LAS VEGAS?!









SO
BERENGETTI
IS EXPECTING
US, YES?



YES,
SIR. IT'S ALL
ARRANGED.

AND MY
UNDERSTANDING
IS THAT HE HAS NO
MORE LOVE FOR THE
MAGGIA THAN
I DO.

THAT'S
CORRECT. THEY
TRIED TO MOVE IN
ON HIS OPERATION
A FEW MONTHS
AGO.



SO HE SHOULD
BE COOPERATIVE TO
OUR...OVERTURES.

YOU
HAVE A MUTUAL
STAKE IN THE
TOWN.

BUT HE TENDS TO
REMAIN ANNOYINGLY
INDEPENDENT.



THEN WE
WILL HAVE TO
PERSUADE
HIM.

IT BENEFITS US
TO JOIN FORCES TO
KEEP THE MAGGIA
OUT OF VEGAS,
FOR BOTH OUR
INTERESTS.



SO WE WILL
CONVINCE HIM TO
COOPERATE....

...RIGHT
BEFORE WE TAKE
OVER HIS ENTIRE
OPERATION.



SO NO SIDE TRIPS,
THEN. STRAIGHT
TO BUSINESS.

I ALMOST FEEL
SORRY FOR HIM. HE
HAS NO IDEA WHAT
HE'S WANDERING INTO.

HE FIGURES HE'S JUST
GOING TO STRIDE IN AND
DO HIS "KINGPIN" THING...

...AND EVERYONE'S
GONNA KNUCKLE
UNDER TO HIM
BECAUSE HE'S
CAPABLE OF GOING
A FEW ROUNDS WITH
SPIDER-MAN AND
HE NEVER DOUBTS
HIS STRENGTH.



BUT HE'S ABOUT TO
GET A LESSON IN WHAT
IT'S LIKE TO COME AT LIFE
FROM THE OTHER SIDE.







I EXPECT
YOU'LL MAKE
GOOD ON
IT.















GOOD
TIMING.

YEAH,
I'M KNOWN
FOR THAT.

I CAN
TELL YOU RIGHT
NOW, THIS ISN'T
OVER.

I HOPE
NOT. I HAVEN'T
HAD THAT MUCH
FUN IN AGES.



JOE...ESCORT
OUR AIR-VENT FRIEND
HERE UP TO THE TOP-
FLOOR GUEST
SUITE.

I'LL HAVE AN
ACCOUNT OPEN
FOR HIM.



AN
"ACCOUNT"?

FOR WHATEVER
YOU NEED. GAMBLING.
FOOD. WHATEVER. ALL ON
THE HOUSE FOR HOWEVER
LONG YOU STAY,
SPIDER-MAN.



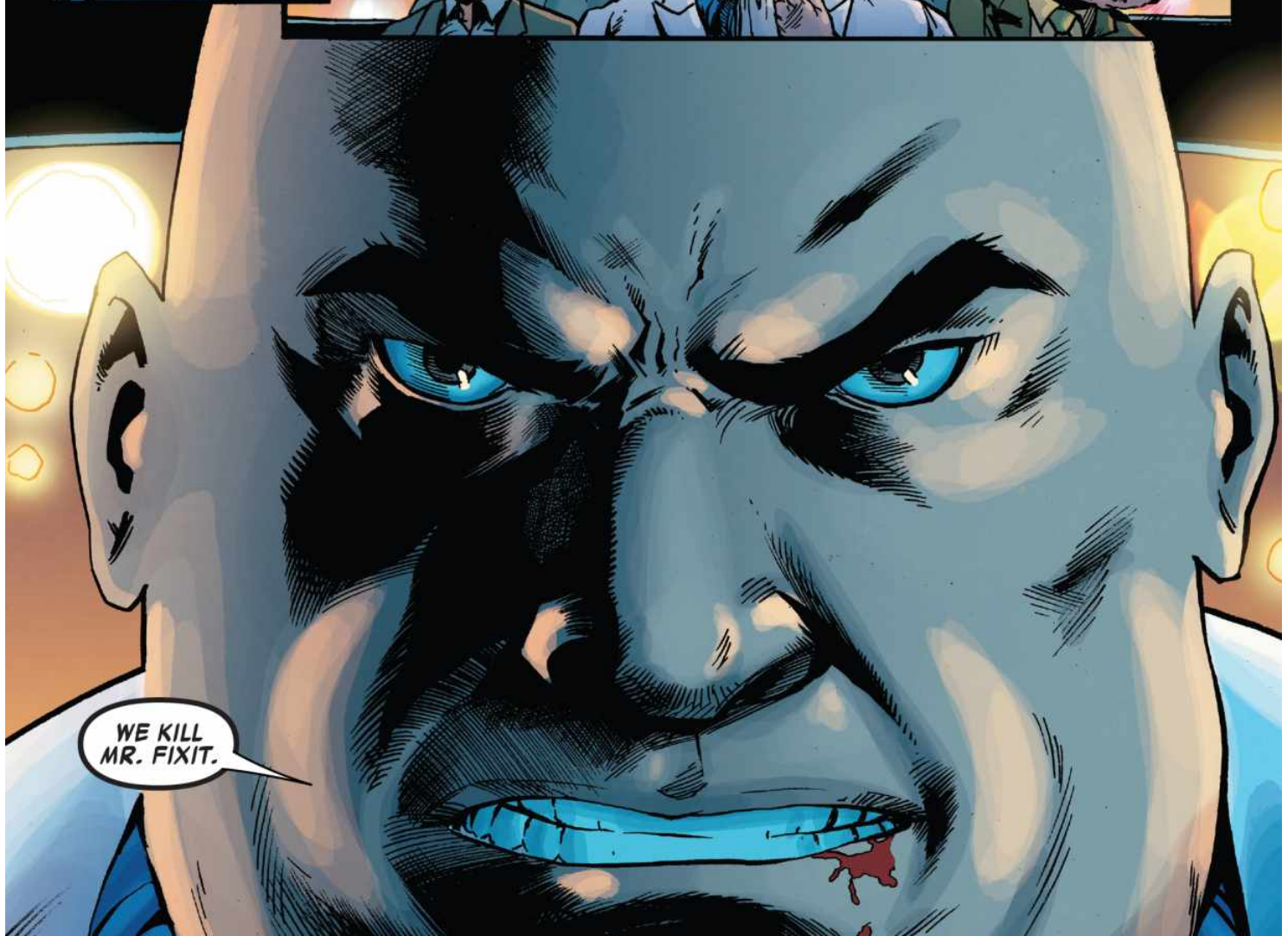
THAT'S
REALLY NOT
NECESSARY...

I SAY IT IS.
AND AS LONG AS
YOU'RE IN MY TOWN,
WHAT I SAY
GOES.

NOW
GO.



OOOOKAY.



WHO
IS



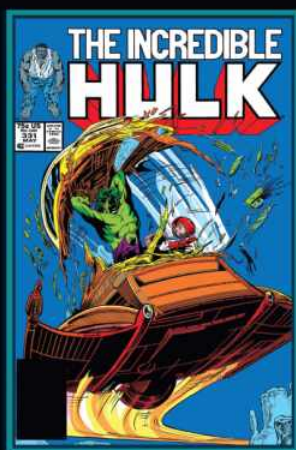
IS HE MAN OR MOBSTER...OR IS HE BOTH?

"When I created Joe Fixit decades ago, it was merely as a means to shake up the standard formula. Typically, Bruce would have set up some sort of situation and he would be worried that the Hulk would inevitably show up and screw things up. The storyline with Joe flipped the formula on its head and set up the Hulk with this great situation in Vegas, and he was worried that Bruce would show up to screw things up. I had no idea that the character would have this much staying power and that so much would eventually be done with him in the pages of IMMORTAL HULK. I'm thrilled that Marvel has given me this opportunity to revisit an old friend."

--Peter David



When Bruce Banner first became the Hulk, he did not transform into the mean, green, fighting machine that we know and love today. The very first Hulk was gray, smaller, and more intelligent, but repeated use of gamma-radiation projectors quickly turned the Hulk into the Jade Giant.



The Gray Hulk briefly reappeared in THE INCREDIBLE HULK #324, but it wasn't until Peter David's formative twelve-year run on THE INCREDIBLE HULK that we learned

his true identity, and what he meant for both Bruce Banner and the Hulk. THE INCREDIBLE HULK #331 (Peter David's first issue!) saw the emergence of a gray-skinned, fast-talking Hulk, determined to keep that little wimp Banner in his head.

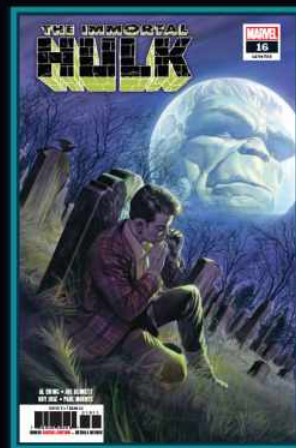


An encounter with the Leader led to the Hulk being presumed dead, but, in fact, the Gray Hulk had taken over and built a life for himself in Las Vegas! THE INCREDIBLE HULK #347 saw the first appearance of the Gray Hulk as JOE FIXIT, a mob enforcer working for the Coliseum Casino, who was as cunning as he was strong and indestructible.

Joe Fixit went on to become a member of the new Fantastic Four alongside Spider-Man, Wolverine and Ghost Rider, cementing himself as one of the fan-favorite Hulk personas. However, Joe Fixit was only the first chip in the ice, and over the course of Peter David's run, we would learn more and more about the various Hulk alters



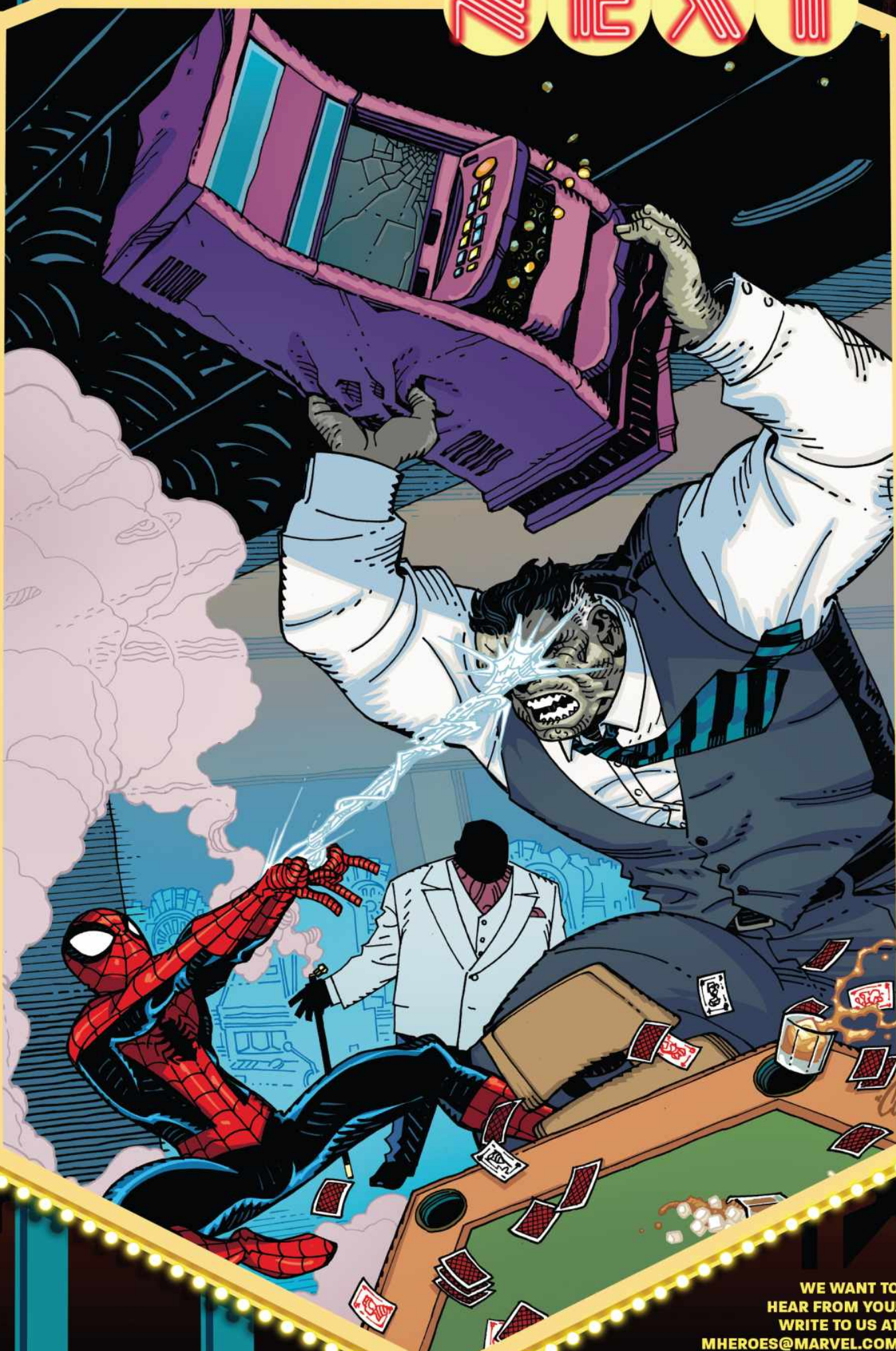
who represented all the different personalities living in Bruce Banner's mind. With the help of Doc Samson, Bruce Banner eventually subdued the Joe Fixit personality, and he went dormant...



...until he made his return in THE IMMORTAL HULK #16, becoming the very first Hulk to seize control of Bruce Banner's body without a full transformation. But not the last.

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NEXT



WE WANT TO
HEAR FROM YOU!
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